

MAP Gathering (from page 1)

New York City's Creative Capital is sending communications expert Kirby Tepper to lead two days of workshops, and Kate Peterson, the president of Performance Concepts, based in Ohio, will present two workshops and deliver the keynote address on consumer trends.

The Artists Gathering is held in conjunction with ARTrageous [in the Bitterroot], which features a number of valley arts events that are open to the public. The Hamilton Downtown Association and the Stevensville Main Street Association extended their First Friday to include a First Saturday; the Hamilton Players open the last show of their season; the Daly Mansion opens its traditional holiday season with the Holly Jolly Craft Show; and the Montana Bricolage Artists are launching a new month-long show.

Because of the local work on development of the creative economy, event planners have included chefs, brewers, vintners, coffee roasters, cider makers and craft brewers. A DineAround will feature chefs at 11 restaurants in the valley preparing specials with locally raised lamb as the key ingredient.

About MAP

MAC's Artists Gathering, which in the past was held in Kalispell and Great Falls, is considered a capstone experience for the MAP program, which helps artists shape a sustainable art business in an ever-evolving economic landscape. With a four-year track record and over 230 artists involved, the MAP program is a flexible, accessible, and affordable program that has helped many artists in the program improve their income from art by 100%.

MAP offers business-readiness instruction

to artists who have a body of work and want to build a sustainable business in art by expanding marketing efforts to include a broader audience beyond Montana's borders. Participants in a MAP group commit to 8-10 months of instruction and workshops that help them create 35 tools in order to become market ready.

These tools include, for example, creating marketing materials, setting pricing, developing displays for shows, and building a business plan. There are also mentorship and internship opportunities.

This program is specifically designed for



Tim Carlborg of Kalispell shows off handmade ceramic growlers at last year's MAP Gathering.

A special MAP Art Showcase and Sale, featuring more than 80 Montana artists, will be held on Nov. 2 in the Exhibition Hall at the Ravalli County Fairgrounds in Hamilton. Call or email ckittredge@mt.gov or 406-468-4078 for details.

visual artists in all media, from oils to glass, from leather to textiles and fibers, from metal to photography. Participating artists need to be developing a body of work and have some computer skills. The size of each group is kept small to insure that artists receive the full benefits of this learning opportunity.

In addition to the instruction and participation in the Gathering, MAP participants can qualify for market-expansion opportunities like the recent Tour of Excellence, a learning excursion that took 47 artists to the Western Design Conference in Jackson, WY, in September to observe a high-end show and interact with the downtown galleries. This market expansion opportunity was made available through funding from the Emily Hall Tremaine Foundation; other funding for program support comes from the USDA and LINC.

There are currently nine MAP coaches leading groups in areas across the state, including the Bitterroot, the Flathead, the Hi-Line (Shelby), the Lincoln area, rural Gallatin Valley, the area around the Pintlers (Butte and Anaconda), and the area bordering on the Big Belts (meets in Townsend).

For additional information, contact Cindy Kittredge, MAC Folk Arts and Market Development Specialist, ckittredge@mt.gov or 406-468-4078.



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Arni's Addendum (from page 2)

Despite the sprawling geography, Montanans are close-knit socially. In many ways, Montana feels like one big town. This creates an environment of being good neighbors. From a shared sense of isolation, people work hard for the common good and take great pride in their own communities. This creates a sense of place and partnership that might seem impossible, but is uniquely Montanan.

A funny PS

When we write our grant applications, we

always do a search for the word "undeserved" (without the "r" in "under") because spell-check doesn't realize we mean "underserved" if we've done a typo with "undeserved." We'd hate to ask for undeserved funding!

And the final check we always do is for the word "pubic" just in case we have accidentally left the "l" out of "public." Yes, I have read many a grant application from other states requesting "pubic" funding. We certainly don't want any of that!

Oh, that pesky spell-check!

MAC Vision Statement

Montana will be known far and wide as "The Land of Creativity," where the arts are essential to the creativity, imagination and entrepreneurship that make Big Sky Country the very best place on Earth to live, learn, work and play.

With warmest holiday wishes

Here's hoping all our readers have a great holiday season!

Pursuing medicine through art

The *San Antonio Express-News*, in an article posted Sept. 9, reports on an elective mural class that's helping high school sophomores and seniors on the path to medical careers get to experience the arts first hand.

"Someday, many of the students at City Center Health Careers may be working with medical instruments on a regular basis.

"At the moment, however, the high school sophomores and seniors gathered in front of instructor John Medina are warily eyeing a different type of tool.

"Medina, public art program manager at San Anto Cultural Arts, is holding a paint-spattered artist's brush, one of an array he has brought to show the class ...

"Many of the students assembled haven't taken an art class before, let alone made a painting, but by the end of the semester they will have helped create a mural almost 12-1/2 feet high and 124 feet long ..."

"We have this idea that everybody talks about, 'STEM' — science, technology, engineering and math," Principal Michael Moretta told the newspaper. "I said, 'We've got to make it 'STEAM' to give the kids a well-rounded education — science, technology, art, engineering and math.'"

Read more at www.mysanantonio.com, search: Pursuing medicine through art.

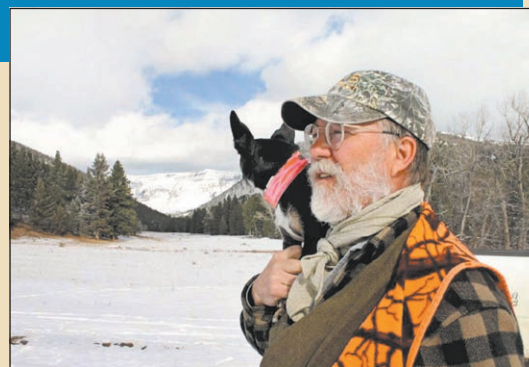
CONDOLENCES TO ...

The family and friends of blacksmith **George Fleming Ainslie III**. He died Sept. 11 at his home in Lavina. A trapper, hunter and skilled craftsman, Ainslie was happiest working with his hands and made his living in the centuries-old trade of blacksmithing. Prairie Elk Forge, which he established in 1985, sank its roots deep in Lavina, where Ainslie helped raise his three children while pounding iron in the backyard. His early appreciation for history provided a niche for his work among fur traders and historical re-enactors. His artistry gained popularity and can be found in modern architectural homes, as well as historic reconstructions throughout the National Parks of the West. A member of the Montana Arts Council's Montana Artrepreneur Program, his work appears on many structures in Yellowstone National Park, where he participated in the restoration of Old Faithful Inn. Ainslie was born on Aug. 4, 1957, and his upbringing was in a true southern style: manners, mud, poison oak, fried frog legs and all. He loved to read and his interest in the stories of the "Wild West" lead him to Montana, where he graduated with honors from Rocky Mountain College. At a chance meeting in 1979, George found the love of his life, Charlotte Marie Kelly. They married on Dec. 27, 1980, and shared an adventurous partnership that took them from the North Slope of Alaska, through the deserts and corn fields of South Africa, to the rolling benches of Little Careless Creek in the Snowy Mountains of Montana. Ainslie was also a natural-born teacher of what he knew and loved. He and his family welcomed exchange students from Japan, Hong Kong and China into their home and worked with local children over 22 years of service to the local 4-H club. Troy Evans of Blockhorse Design paid tribute to him in a blog entry titled "George's Last Ride": "George, you have pointed many toward True North. I am honored to have worked with you on a few projects and conceptualized future designs together. Those designs are not dust in the wind, but inspirations of direction ... The beauty of your craft is minor in comparison to the values you have formed into perfection on your

anvil and into our society ... Today, I watched your family one by one, ping your hammer upon your anvil. We all hear the ringing, a ringing that motivates, honors, and resonates. This is not the last day you will be with us."

The family and friends of porcelain artist **Jennie Huls Read**. The Corvallis resident died July 8. She was born in 1930 in Walker, and moved with her family to Corvallis in 1942. She and her husband, Dave Huls, operated Huls Dairy and later, the Ravalli County Creamery until Dave's death in 1985. Huls was a renowned porcelain artist, working with her daughter, Julie, and son-in-law, Kip Zsupnik, to establish Artistic Impressions. Her heirloom porcelain art received national recognition. A member of Corvallis Community Church for 70 years, she taught Sunday school and sang in the church choir. She also performed in other musical groups in the valley and was called upon to sing at numerous public and private events, including the community Christmas tree ceremony in Corvallis.

The friends and family of Red Lodge author **Shirley (Lambrecht) McJunkin**. She died Sept. 5 at age 77. McJunkin had a passion for writing and published four books: *On the Bench*, *Homesteading on the Kenai*, *The Bad Mother* and *Montana Mountain Fugitives*.



George Fleming Ainslie III (Photo by Mary Peters)